

Message Text

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SUBJECT: MULTICOMPANY BSP FINAL REPORT

1. DO-IT-YOURSELF, MULTI-COMPANY BSP

2. USTC MILAN, APRIL 14 - 25, 1975

3. THIRTY-ONE EXHIBITORS

4. SALES DURING SHOW: \$PYNPPP

5. SALES PROJECTED SUBSEQUENT YEAR:

A) NTM \$638,500

B) OTM \$690,000

C) TOTAL \$1,328,500

6. HANDCOUNTED VISITORS: 44,860

7. N.A.

8. N.A.

9. U.S.M. CHEMICAL, S.O.A., VIA LORENTEGGIO 32, MILAN,

MR. GIUSEPPE TONELLA, ASSITANT TO THE GENERAL MANAGER, STATED "THIS EXHIBITION PUT US IN TOUCH WITH 50 POTENTIAL COUSTOMERS FROM WHOM WE EXPECT TO DEVELOP AN INTERESTING VOLUME OF BUSINESS. IN ADDITION WE WERE CONTACTED BY BUSINESSMEN FROM TURKEY, SYRIA, SPAIN, IRAN AND ARGENTINA. AS WE DO NOT EXPORT TO THESE COUNTRIES WE WILL TRANSMIT THE INFORMATION TO OUR SISTER COMPANIES IN THE RESPECTIVE COUNTRIES". IMMEDIATE SALES AMOUNTED TO \$6,000.

TONELLA EXPECTS THAT \$80,000 SALES WILL DEVELOP IN ITALY IN THE NEXT 12 MONTHS. CLEARED.

10. BOSTON, .P.A., VIA IV NOVEMBRE, 20020 BOLLATE (MILAN), A SUBSIDIARY OF W.R. GRACE. MR. OSVALDO GUNDINI, SALES MANAGER, UNCLASSIFIED

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STATED: "WE HAVE NOT EFFECTED SALES DURING THE SHOW TO CONSUMERS

AS THIS WOULD BE IN CONFLICT WITH OUR SALES STRATEGY. WE HAD, HOWEVER, THE OPPORTUNITY OF ESTABLISHING INTERESTING CONTACTS WITH BUILDERS, FURNITURE MANUFACTURERS AND OTHER INDUSTRIES AND ALSO ENSUING 12 MONTHS: \$90,000". CLEARED.

1. BOTH FIRMS HAD NEVER PARTICIPATED IN T.C. SHOWS. AS RESULT THIS SHOW THEY DECIDED TO PARTICIPATE IN MTC'S MAY "BUILDING CONSTRUCTION EQUIPEMENT AND MATERIALS". SHOW.

12. THIS "DO-IT-YOURSELF" MULTI-COMPANY BSP, HELD IN CONJUNCTION WITH THE ANNUAL MILAN INTERNATIONAL SAMPLES FAIR WAS PRIMARILY AIMED AT FAMILIARIZING ITALIAN ENDUSERS WITH DO-IT-YOURSELF EQUIPMENT AND MATERIALS AND, SECONDLY, IN ATTRACTING DEALERS. FIRST OBJECTIVE FULLY ACHIEVED AS EVIDENCED BY GREAT NUMBER OF VISITORS.

ALTHOUGH MILAN SAMPLES FAIR IS A HORIZONTAL EXHIBITION ANDUSUALLY ATTRACTS ONLY MODERATE NUMBER QUALIFIED DEALERS, D.I.Y. SHOW BENEFITED FROM FLOW OF ADDITIONAL SALES UNEXPECTEDLY GENERATED BY ITALIAN BUSINESSMEN, CONSTRUCTION, GLASS, CHEMICAL, PAINTING, AND FURNITURE INDUSTRIES AND ALSO BY IMPORTERS FROM AFRICAN AND MIDDLE EAST COUNTRIES. U.S.M. CHEMICLAS, BOSTON, 3M, CHAMPION INTERNATIONAL AND KIRSCHROD WERE LEADING PARTICIPANTS IN THESE TRANSACTIONS.

BASED ON RESULTS ACHIEVED, IT APPEARS THAT THIS SECOND DO-IT-YOURSELF EDITION AGAIN PROVED SUCCESSFUL. IT SHOULD BE STRESSED, HOWEVER, THAT GREATER RESULTS PROBABLY COULD HAVE BEEN ACHIEVED, IF MILAN FAIR MANAGEMENT HAD NOT STAGED SIMILAR DO-IT-YOURSELF EVENT WHICH WAS ANNOUNCED UNEXPECTEDLY WHEN MTC PROCUREMENT CAMPAIGN ALREADY INITIATED. OBVIOUSLY THIS DUPLICATION CAUSED US SOME DIFFICULTIES IN RECRUITMENT AND ALSO GENERATED CONFUSION AMONG VISITORS, BECAUSE CONCURRENT DO-IT-YOURSELF SHOWS WERE LOCATED IN SAME PAVILLION BKT ON DIFFERENT FLOORS.

MAJORITY OF SIXTEEN PARTICIPANTS, REPRESENTING THIRTYONE U.S. FIRMS, REPORTED FULL SATISFACTION WITH RESULTS ACHIEVED AND INDICATED INTEREST IN PARTICIPATING IN THIRD MTC DO-IT-YOURSELF EXHIBITION TENTATIVELY SLATED FOR LATE NOVEMBER.FINA

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